

## **Ag Visions Listening Session**

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Sacramento County Fair

What is a “must have” in an Ag Vision for California?

Utilizing California’s network of fairs to promote local agriculture interests is a “must have” in advancing our State’s agriculture to our residents.

California’s agricultural associations, farm bureaus and businesses consistently do a fine job of supporting our fair’s junior livestock programs and a decent job of support of our indoor exhibit programs (the food, fiber and industrial education competitions).

As a fair manager, where I recognize an opportunity that is being missed, in so many regions of our state, is in the support and development of programming that promotes agriculture to the general public in our communities. The support of agricultural businesses, farm bureaus and businesses is inconsistent and underutilized

Fairs are intensely active events. When a person walks through our gates they want to be involved and they want to be engaged. Corporate non-agricultural companies have recognized the powers of California Fairs and you can see that in the rise of sponsorship at fairs. These companies are using California’s fairs to advance the branding and sales of their product! Why not our agribusinesses and agriculture interests?

I should hope that in the future, California’s agribusinesses, farm bureaus and government agencies will look to fairs as a tool to advance the agricultural education of our residents.